

OPTION

For and in consideration of the sum of One Dollar (\$1.00), to him in hand paid, receipt whereof is hereby acknowledged, the undersigned hereby grants to W. P. Whitsett the option to purchase at any time up to April 1st, 1935, the lands located in the City of Los Angeles, County of Los Angeles, State of California, particularly described as follows:

for the sum of

in cash to be paid at the time option is exercised.

It is understood and agreed that said Whitsett is given and accepts this option as Trustee for the Non-Profit Organization proposed in the open letter hereto attached and made a part of this option, and that the exercise of this option shall include the erection on the optioned lands of the houses contemplated in said open letter - 5 houses to 5 acres.

It is also understood and agreed that, at any time during the term of this option, the optioner may obtain a release thereof by either substituting an option in like terms on equal acreage satisfactory to and accepted by the Executive Committee of said Organization or by paying to the Valley Advertising Fund provided for in said letter the sum of \$500. per acre for the lands so released from this option.

On the payment of said option price and arrangement for the building of said houses, the optioner agrees to convey said land, or cause it to be conveyed, to the order of said Organization free of encumbrance except taxes for the then fiscal year a lien but not yet payable and restrictions, if any, effective at that time, and to furnish and pay for title insurance to the amount of the option price of the lands so conveyed showing title in the grantor named in said deed to be free of encumbrance except as specifically provided for above.

.....  
Optioner



OPTION

*[Handwritten signature]*

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Optioner



# The Garden Acre Home Group Plan Explained

## Contemplates Possible Building and Selling of 300 Homes With Acre of Land at Minimum Price

An Open Letter By W. P. WHITSETT

President Hoover appeals for the building of homes in order to give employment to idle labor.

Henry Ford says: "In times like this everyone must be willing, for a time, to do business without profit to start the normal processes of industry and business again."

All thinking people see the desirability of getting city dwellers back onto the land where they can, in spare time, produce a part of their living.

Garden acres in the San Fernando Valley, where the owner has city utilities such as pavements, water piped, gas and electricity, and can keep a cow or goat, rabbits and chickens, grow berries and fruit and raise a garden, appear to be the answer to these requirements.

**It is therefore proposed to effect a non-profit organization to be joined in or sponsored by the representative interests of the San Fernando Valley with the purpose of building and selling such garden acre homes, in groups of five, for cash, as a community service and not for private gain.**

### Million Dollar Project

The "plan" contemplates the possible building and selling of 300 houses, including an acre of land, at approximately \$3500 each, for cash, involving the possibility of upwards of a million dollars of new business for the San Fernando Valley.

### \$100,000 Advertising Fund

The "plan" contemplates that the larger interests in the Valley should subscribe 125 acres at \$800 per acre, or \$100,000 in land, to a Valley advertising fund.

### Optioned Land for Groups

The "plan" contemplates the option to said Non-Profit organization of 175 acres additional at not over \$800 per acre.

All said lands to be on paved streets, with water, gas and electricity, not over 660 feet deep and price to include all present assessments and taxes paid.

### Prices

The set-up to said non-profit organization should then be approximately as follows:

One garden acre.....	\$ 800
House, etc., complete.....	2500

Total .....	\$3300
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5% commission to licensed brokers on land only.....	40
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Supervision of house building, writing advertising, clerical, stationery, etc. (none of this is to go to any member of organization and the balance over necessary expenses to go to advertising fund).....	160
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Cost to non-profit organization .....	\$3500
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Sale Price .....	3500
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### Operation

It is proposed to offer the proceeds from the sale of the \$100,000 of land subscribed to said advertising fund, to the newspapers, radio and other proper advertising agencies as payment for such advertising.

All such advertising is to be run in the name of said non-profit organization, giving the names of the members and the sponsors thereof.

The said non-profit organization to determine the order in which group sales of said subscribed and optioned lands are to be made in order to be able to offer the most saleable groups first.

All materials to be contracted for at lowest competitive bid and labor likewise to be let by the job to lowest competitive bidder. Local labor and materials to be given consistent preference.

Arrange to give leads to and secure cooperation from all real estate men on some basis fair to all.

Financing to be arranged for those having part cash only.

### What Is the Whitsett Group Plan?

The "plan," roughly, is the application of the principle of auto-

mobile mass production to that of building homes on garden acres in the San Fernando Valley. When you purchase an automobile you have no choice of chassis or engine. Those have been worked out by eminent engineers to obtain the best type for the money, then standardized and manufactured under mass-production methods to secure lowest possible selling costs. You have a choice only of colors and models.

### Well Built Roomy Houses

We have had a capable and experienced architect, at much expense, work out a standardized floor plan of five large rooms, with one room convertible into a third bedroom if desired, two sets of bath and toilet plumbing, and modern features such as tile, hardwood floors, fireplace and double garage, together with numerous alternative elevations of modernistic Spanish and Monterey types with tile roofs. These houses are roomy, attractive, up-to-date, extremely livable and adapted to the San Fernando Valley, and should be an ornament and credit to any community, and the last word in home construction.

By building there under mass-production methods, that is, by arranging in advance for materials for 100 or more and building them in groups of five with different elevations and colors to do away with monotony of exterior design, contracting all labor and materials to the lowest bidders and paying spot cash for everything, our investigations lead us to believe we will be able to build for about \$2500 these very desirable, attractive and roomy houses that would probably cost from \$5500 to \$6000 each a few years ago, and even on this market might cost \$4000 or more if individually planned and built.

How can the "plan" be put into operation here and now? Whose cooperation is necessary?

The larger financial and land interests in the San Fernando Valley by subscribing the necessary land for the Valley advertising fund and giving or getting the options for additional groups.

Here is what I will do if the entire program is carried out: I will subscribe five well-located acres to said Valley advertising fund. I will advance \$12,500 in cash for a revolving fund with which to build said houses in groups of five each. I will assume the responsibility for the success of the "plan" and furnish without charge whatever time it is possible for me to spare to the supervising of this stabilizing movement and I will also furnish without charge the services of my capable and experienced assistant, Roy V. Milner, to work out the details of said non-profit organization and its sales, in conjunction with his other duties.

### Investment—Not Donation

The subscription of lands to the community advertising fund is an investment for the benefit of the subscriber, who receives in addition the direct benefit of having these high-class homes built in groups adjoining his remaining holdings. Subscribers to the advertising fund therefore receive double benefits and such subscriptions may well be considered as a discount on the sale of the entire property. Thirty acres can be sold sooner and for more money with 10 of the houses occupied on the subscribed 10 acres than the whole unoccupied 40 acres could be sold for.

### Not a New Idea

Inducements such as these for new buildings and new residents are always a part of carefully planned developments for profit. The

Los Angeles Suburban Homes company in its original development of 47,500 acres in this Valley not only advertised but gave a discount of one-fourth of land sales for substantial houses of artistic design.

When I started the town of Van Nuys I gave outright the entire block on the west side of Van Nuys boulevard between Sylvan and Erwin, where the California Bank now stands, to get those buildings erected.

I gave one-fourth discount for all of the early homes.

I gave outright lots for the grammar school, high school, Pacific Electric depot, telephone building, newspaper office, city hall and churches of several denominations. Ten acres and \$40,000 cash bonus for the organ factory, 10 acres in town and 40 acres outside for the cooperative cannery and a discount of one-half the sales price on a whole section of land to start the poultry industry.

It may be claimed that those big inducements and discounts were justified because made at early stages of the San Fernando Valley development, but when those big discounts and inducements were made real estate was selling much more readily than it is now and, it seems to me, that present conditions call for some such large scale action even more than then.

In the above instances we received only the indirect benefits of improvements made, whereas, under this proposed "plan" the subscriber receives a much more direct benefit for the improvements are made on a former part of his own land and in addition the subscriber knows that his subscription is used to advertise the whole Valley and for nothing else.

The owner of every 40 acres who desires to sell, in my opinion, can well afford to subscribe 10 acres to said community advertising fund for the benefit he should receive by having 10 of these attractive homes, sold to substantial newcomers, adjoining his remaining holdings, particularly in view of the fact that every dollar received for the subscribed land is to be used only to give publicity to the true and fundamental merits of the San Fernando Valley. Such a subscription would be the same as a 25 per cent discount on the 40 acres. And under these conditions the remaining 30 acres will sell sooner and for more than the whole 40 acres.

### 3 Year Stabilizing Program

It is designed that these operations be carried on energetically but at the same time in such an orderly manner and with such persistent continuity as to bring cumulative benefits to the economic structure of the entire San Fernando Valley. Averaging a house every three days, the 300 houses contemplated would require about three years to complete.

The operations of such a community-service, non-profit organization and "plan," on the scale contemplated, should stabilize the value of perhaps 50,000 acres, now sagging and facing tax confiscation, give employment to our idle workmen and bring financial life to every business interest in the Valley.

I shall probably have to leave soon for Washington regarding the Colorado River Aqueduct and that is the reason I am putting myself on public record at this time and placing the matter squarely up to the larger land and financial interests in the Valley.

No one man or interest can be expected to create enough activity to "start the normal process of business again" in the San Fernando Valley. It requires community action and cooperation.

Your opportunity is here and now.

### Copyright

It is proposed to copyright this plan, if possible, and permit its use elsewhere only on a non-profit, community service basis.